



CITY OF LODI

COUNCIL COMMUNICATION

AGENDA TITLE: Review and Approve Recommendations for Meeting
City's Adopted Economic Development Goals and Objectives

MEETING DATE: May 4, 1994

PREPARED BY: City Manager

RECOMMENDED ACTION: That the City Council approve the recommendations for meeting the City's Economic Development Goals and Objectives (Exhibit A).

BACKGROUND INFORMATION: The City Council reviewed recommendations to meet the City's economic development goals and objectives during two "Shirtsleeve" Sessions. The goals and objectives were adopted by the City Council during the March 2, 1994, City Council meeting.

After receiving input from City Councilmembers, City staff, and the City/Chamber Joint Economic Development Task Force, staff compiled a list of recommendations which will enable the City to effectively carry out its new goals and objectives for stimulating the economic vitality of Lodi. The recommendations will give staff direction for pursuing economic incentives for new and existing businesses, for creating a more positive business climate in Lodi, and for exploring creative options for marketing Lodi.

The recommendations will provide staff with a workplan for the next few years and will serve as guidelines for focusing the direction of the economic development program. Many recommendations will require staff to obtain City Council authorization prior to implementation and will be treated as such.

FUNDING: None

Respectfully submitted,

Thomas A. Peterson
City Manager

Prepared by Janet S. Keeter
Economic Development Coordinator

TAP:br
Attachment
CCOM-043/TXTA.07A

APPROVED _____

THOMAS A. PETERSON
City Manager



recycled paper

Objective #1:

Recruit new businesses to Lodi which will be compatible with and complimentary to the community. Make Lodi competitive with surrounding communities as well as throughout California and vying states

- Identify SIC code businesses which would prosper in Lodi
 - Coordinate with the San Joaquin Partnership and the Lodi District Chamber of Commerce Economic Development Task Force
- Create a professional "Attraction Packet" to mail to prospective businesses
- Develop an "Incentive Package" for prospective businesses to include such enticements as:
 - First year discount on industrial electric utility rates
 - Low interest financing assistance
 - Deferral of Development Impact Fees
 - Sewer hook-up fee deferral
 - Business License Fee waiver for first year in business
 - Annexation and improvement of parcels for future building sites (feasible, but costly, ag farmland issues)
- Identify Lodi consumer "leakage" to other communities in surrounding areas
- Provide utility costs comparisons for future businesses
- Provide site selection assistance

- Arrange site visits for prospective businesses
- Promote the "Fast Track Program"
 - Business inquiries responded to within 24 hours
 - Coordinate business prospect meetings upon a moment's notice with Council representatives, Administration, Department Heads and staff
- Refine Lodi's response procedures to the Partnership's Alert program
- Travel to meet with prospective new businesses at their corporate headquarters
- Hire a marketing firm to develop promotional materials for Lodi
- Contact realtors in other cities and distribute Attraction Packet
- Advertise in newspapers (i.e. L.A. Times)

Objective #2:

Retain existing businesses located in Lodi

- Create a formal "Visitation Program" in cooperation with the Lodi District Chamber of Commerce Economic Development Task Force
- Conduct visits to business headquarters which are critical to continued economic growth in Lodi
- Coordinate with the San Joaquin Business Retention Committee to identify and work with businesses threatening to leave Lodi
- Create a service directory with a hotline number for business questions and concerns

Objective #3:
Expand existing businesses
located in Lodi

- Determine needs of existing businesses
- Expedite permit processes for expansion projects
- Promote the Fast Track Program as listed in Objective #1
- Provide site selection assistance

Objective #4:

Create an atmosphere beneficial to conducting business in the Lodi community

- Streamline permit processes
- Provide one point of contact at City Hall
- Coordinate pre-site evaluations with all involved departments and prospective businesses
- Continue review of development impact fees
- Continue review of commercial and industrial utility rates
- Customer-assistance program training

Objective #5:

Provide and maintain a tax environment which is favorable to business development and expansion

- Business license fees should be sensitive to businesses
- Waive business license fee for the first year in business in Lodi (after 2-3 years in business?)
- Refund first year property taxes to new industrial companies meeting the model criteria as established in Objective #6

Objective #6:

Provide financial assistance to business ventures that will make a significant contribution to the City of Lodi's economy by increasing or retaining jobs and/or by adding capital investment.

- Low interest financing assistance for start-up businesses
- Create a model to evaluate economic development impact of new and/or expanding businesses locating in Lodi (i.e. cost/benefit analysis of financial benefit to community)
- Defer permit fees
- Waive first year business license fees
- Amortize development impact fees over a three-year period for all new businesses and existing plant expansions
- Defer development impact fees for new businesses and existing plant expansions

Objective #7:
**Coordinate Downtown
Revitalization Project**

- Commission a Downtown Master Plan with projections for 5-15 years
- Institute mechanisms for financing physical improvements
- Implement policy, funding, and physical improvement recommendations
- Waive City's portion of first year sales tax for new businesses who locate in Downtown Lodi

Objective #8:

**Coordinate Cherokee Lane
Improvement Project**

- Commission a Beautification Program for Cherokee Lane
- Provide funding mechanisms for improvements
- Implement recommendations
- Rebate City's portion of first year sales tax for new businesses who locate on Cherokee Lane

Objective #9:

**Market Lodi as a tourist and
business location**

- Coordinate with Lodi District Chamber of Commerce Tourist Committee
- Coordinate with the Lodi-Woodbridge Wine and Grape Commission
- Consider contracting with a business marketing specialist to represent Lodi in the State and nation

Objective #10:

Other

- Host a quarterly business forum
- Designate the City Council as a business lobby
- Involve City staff in the implementation and carrying out of City Council Economic Development directives
- Host an "Economic Development Forum" in Lodi
- Coordinate activities with Chamber of Commerce committees
- Support Chamber activities and resources
- Utilize Chamber resources to enhance economic development program
- Conduct exit interviews and/or survey businesses leaving Lodi